

Factsheet “Unique Stories. Tell us yours.”

In less than four months, almost 11.000 letters were received through 142 workshops, the website and 500 mailboxes placed throughout the country. In reaction to the letters delivered, the Municipality of Quito focused more on women’s safety in public spaces. This successful campaign inspired its replication in Peru.

► Fighting Violence against Women in Latin America

Unique Stories.
Tell us yours.

“...Just as always happens, and when you get out and think of the possibility for them to be taken care of, in some nations, but you already know that a writing process rather than just ‘writing’ (Chaparro).”

Context
“To take the ‘Unique Stories’ campaign to the next level, the Municipality of Quito, in collaboration with the Municipality of Guayaquil, organized a public campaign ‘Unique Stories’ for a national women’s day.”

Objectives
“Additional objectives were to raise awareness about violence against women, to promote the participation of women in decision-making processes, and to promote the participation of women in decision-making processes.”

Process Learned and Outcomes
In this sense, more than 10,000 letters, or rather, stories, were written and collected. But the campaign was not limited to the collection of letters. It also included the organization of workshops and the implementation of a website where women could share their stories and receive support. The results of the campaign were shared at various levels of government.



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